

Apple Inc.  
*the modern  
legend*



**Apple Inc.** is an American corporation headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, online services, and personal computers. Its best-known hardware products are the Mac line of computers, the iPod media player, the iPhone smartphone, and the iPad tablet computer. Its online services include iCloud, iTunes Store, and App Store.

### IPHONE



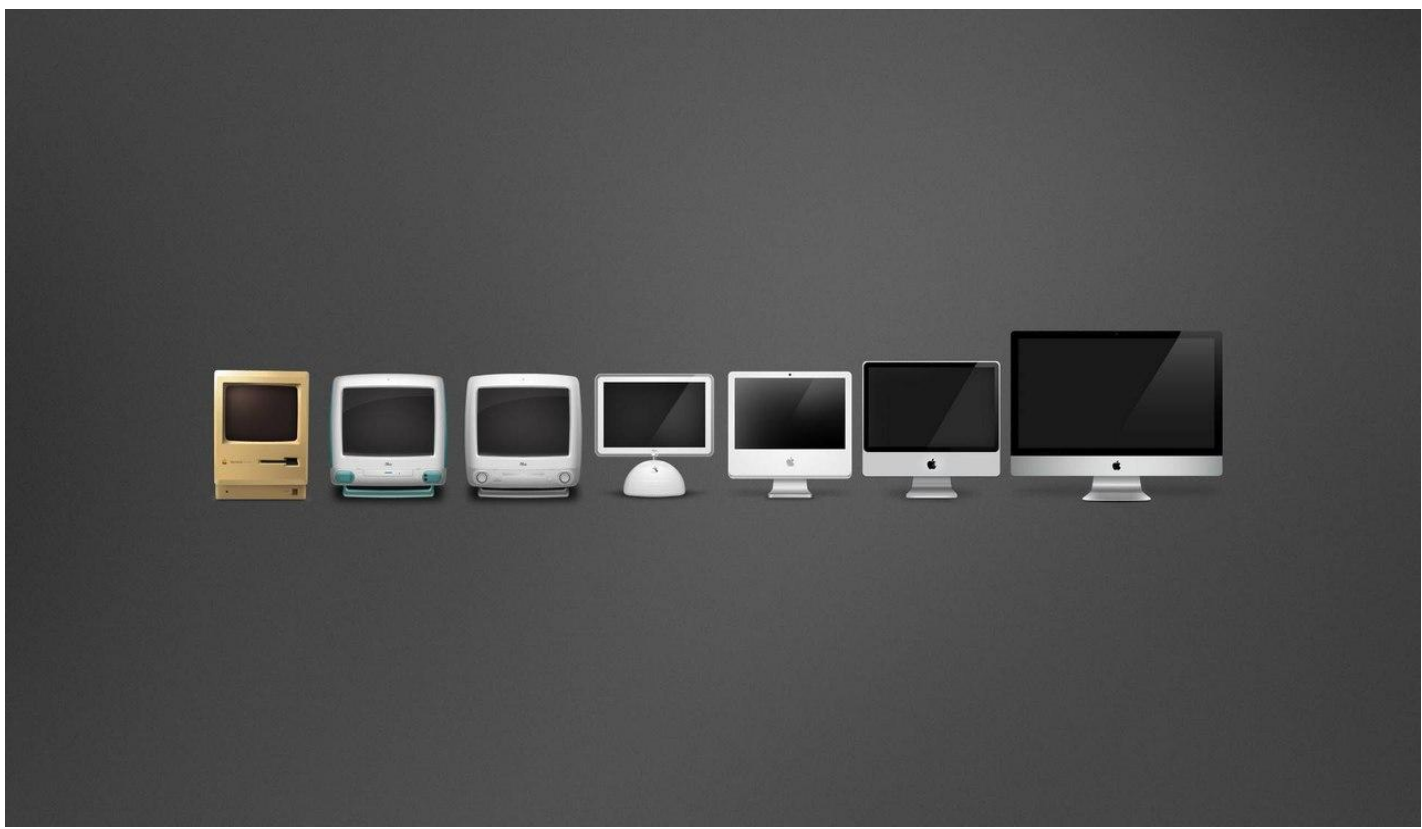
Apple was established on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne to sell the Apple I personal computer kit. The Apple I kits were a computer single handedly designed and hand-built by Wozniak and first shown to the public at the Homebrew Computer Club. The Apple I was sold as a motherboard (with CPU, RAM, and basic textual-video chips), which is less than what is today considered a complete personal computer. The Apple I went on sale in July 1976 and was market-priced at \$666.66 (\$2,763 in 2014 dollars, adjusted for inflation).



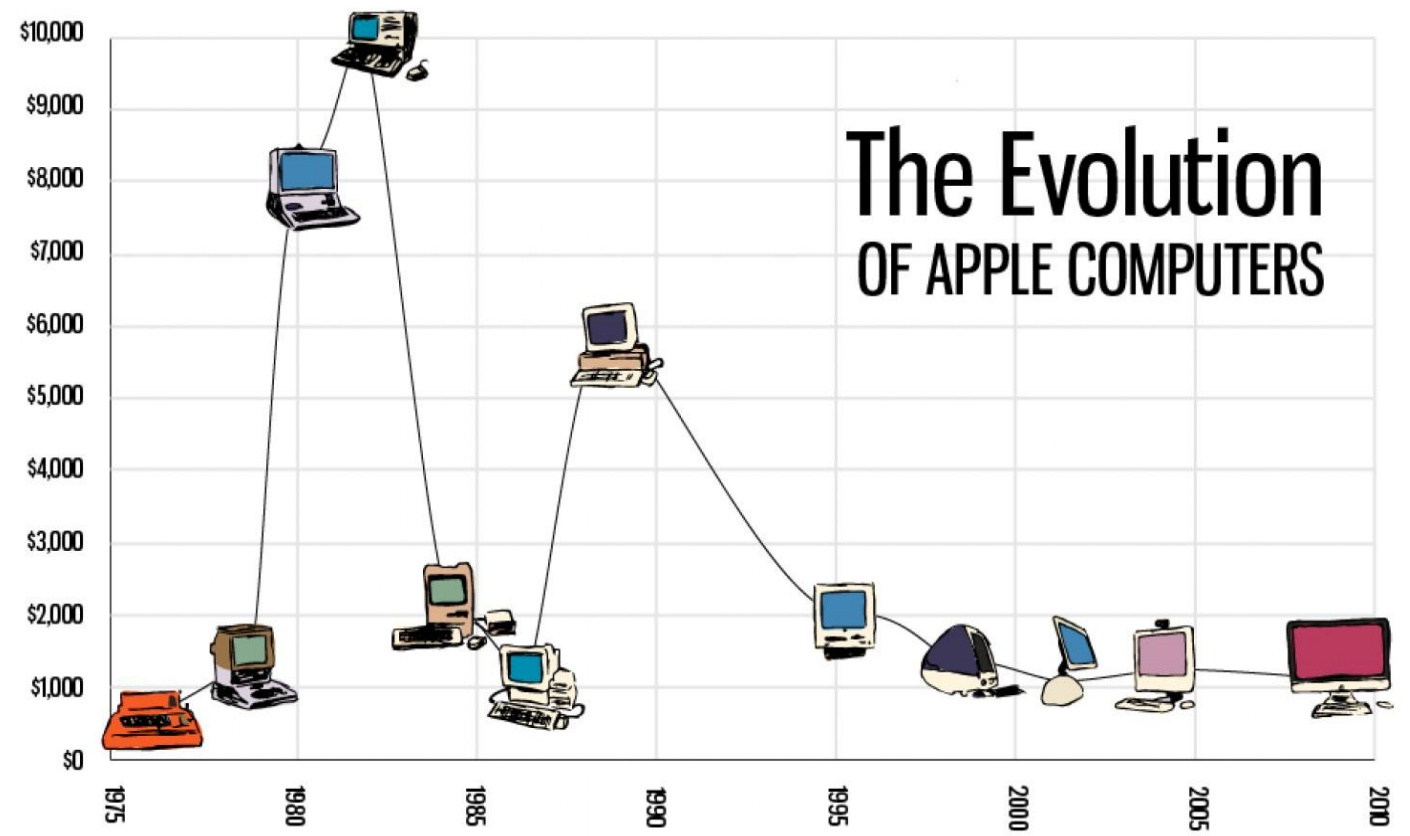
Steve Jobs



Steve Wozniak



# Evolution



## Evolution of the iOS Home Screens



[www.ianatomija.info](http://www.ianatomija.info)

As of June 2014, Apple maintains 425 retail stores in fourteen countries, as well as the online Apple Store and iTunes Store, the latter of which is the world's largest music retailer. Apple is the largest publicly traded corporation in the world by market capitalization, with an estimated market capitalization of \$446 billion by January 2014. As of September 29, 2012, the company had 72,800 permanent full-time employees and 3,300 temporary full-time employees worldwide. Its worldwide annual revenue in 2013 totaled \$170 billion.

Apple's consumer software includes the OS X and iOS operating systems, the iTunes media browser, the Safari web browser, the iLife and iWork creativity and productivity suites.



### Apple iPhone



Apple iPhone Apple iPhone 3g Apple iPhone 3gs Apple iPhone 4 Apple iPhone 4s

### Apple iPod Nano



Apple iPod 1g Apple iPod 2g Apple iPod 3 Apple iPod 4g Apple iPod 5g Apple iPod 6g

### Apple iPod Touch



Apple iPod 1g Apple iPod 2g Apple iPod 3g Apple iPod 4g

### Apple iPad



Apple iPad Apple iPad 2 Apple iPad



**MacBook Air:** Consumer ultra-thin, ultra-portable notebook, introduced in 2008.

**MacBook Pro:** Professional notebook, introduced in 2006.

**Mac Mini:** Consumer sub-desktop computer and server, introduced in 2005.

**iMac:** Consumer all-in one desktop computer, introduced in 1998.

**Mac Pro:** Workstation desktop computer, introduced in 2006.

Apple sells a variety of computer accessories for Macs, including Thunderbolt Display, Magic Mouse, Magic Trackpad, Wireless Keyboard, Battery Charger, the AirPort wireless networking products, and Time Capsule.





FaceTime



Calendário



Fotos



Câmera



Contatos



Relógio



Mapas



Videos



Notas



Lembretes



Photo Booth



Game Center



Banca



iTunes Store



App Store



Ajustes



Mensagens



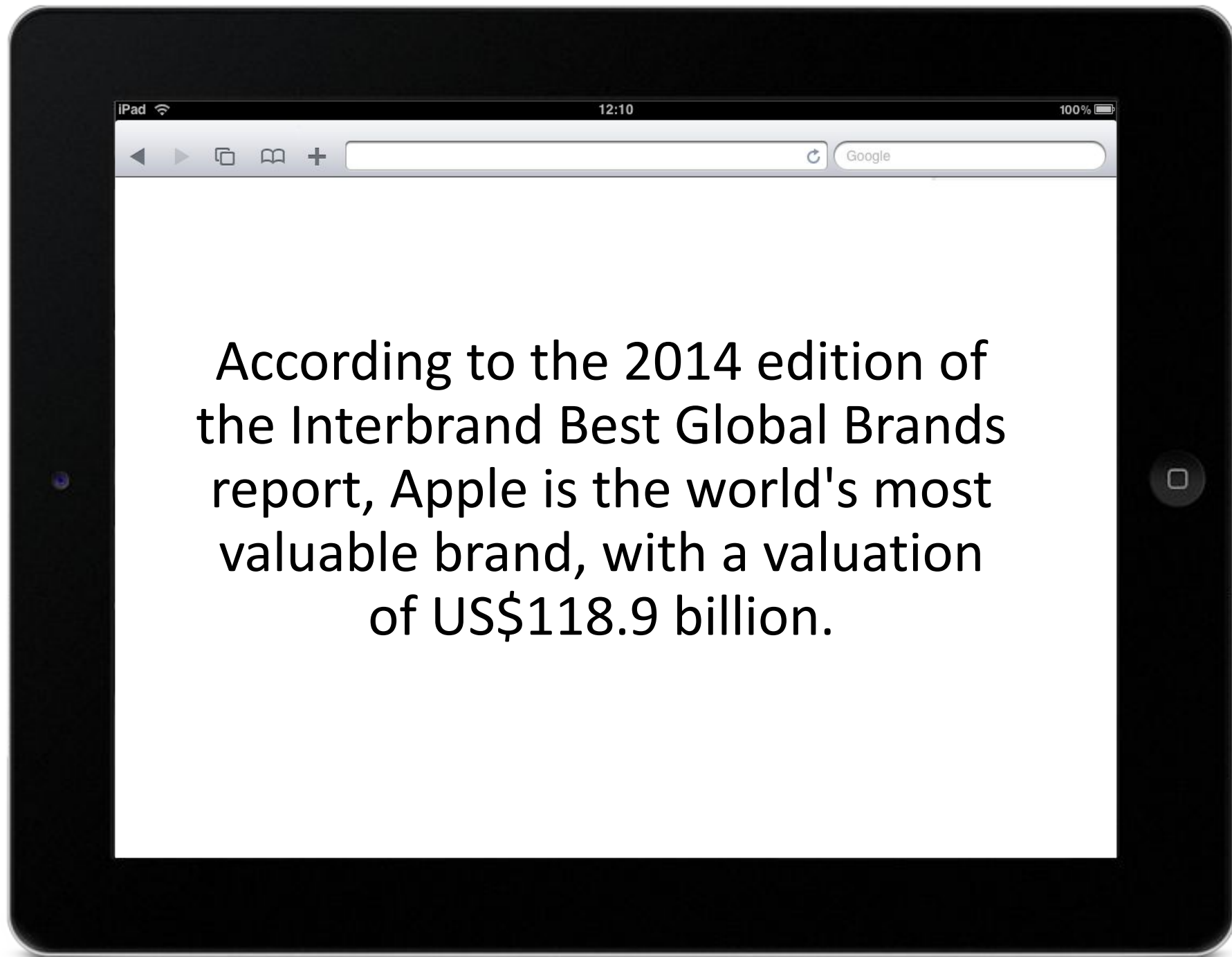
Mail



Safari



Música



According to the 2014 edition of the Interbrand Best Global Brands report, Apple is the world's most valuable brand, with a valuation of US\$118.9 billion.

Tanks for  
watching!  
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